

Axis Max Life and Saarathi Finance Announce Strategic Partnership



Ahmedabad, Axis Max Life Insurance Limited, formerly known as Max Life Insurance Company Limited ("Axis Max Life"/"Company") has entered into a strategic Corporate Agent partnership with Saarathi Finance and Credit Private Limited ("Saarathi Finance"), a next-generation greenfield non-banking financial company (NBFC) focused on bridging the credit gap for India's Micro, Small, and Medium Enterprises (MSMEs). By leveraging Saarathi's last-mile reach, this partnership will provide Axis Max Life's insurance product - Group Credit Life Secure (GCLS) (UIN: 104N072V04), to safeguard the interests of micro and nano-

entrepreneurs. This product will act as a "security shield," ensuring that in the event of an unfortunate incident, the debt burden does not fall on the family or the business. Sumit Madan, Managing Director and Chief Executive Officer, Axis Max Life, said, "Our partnership with Saarathi Finance is a step toward securing the entrepreneurial heart of India. By combining Saarathi Finance's seamless digital-first lending with Axis Max Life's consistent industry-leading claims settlement, we are bridging the MSME credit gap with a safety net that makes protection an accessible reality for thousands of entrepreneurs. (22-2)

ASSOCHAM Leads Industry Dialogue

Ahmedabad, ASSOCHAM actively contributed to the World Water Day Conclave organised by the Ministry of Jal Shakti, Government of India, at Dr. Ambedkar International Centre, New Delhi, supporting a high-level dialogue on "Industry for Water: Driving Efficiency, Awareness and Voluntary Action." The conclave brought together policymakers, industry leaders, and experts to accelerate sustainable water management practices across sectors. The event commenced with an inaugural session in the esteemed presence of Shri C.R. Patil, Hon'ble Union Minister of Jal Shakti; Shri V. Somanna, Hon'ble Minister of State for Drinking Water and Sanitation; and Dr. Raj Bhushan Choudhary, Hon'ble Minister of State for Department of Water Resources, River Development and Ganga Rejuvenation. The session was also graced by Shri V.L. Kantha Rao, Secretary (DoWR, RD & GR), Shri Ashok K.K. Meena, Secretary, Department of Drinking Water & Sanitation, and Smt. Archana Varma, Additional Secretary & Mission Director, National Water Mission. In his address, Shri C.R. Patil emphasized the critical role of water in India's holistic growth, highlighting that industries must act as key partners in ensuring sustainable and efficient water use. Shri V.L. Kantha Rao underlined the need to strengthen research and development within industries to scale water use efficiency (WUE) and drive innovation-led solutions. Smt. Archana Varma stressed that enhanced awareness and voluntary action by industries are essential to address emerging water challenges and ensure long-term sustainability. (13-1)

'Shrimad Ramayan Gatha' Set for Ram Navami Telecast on Sony Pal



will take viewers through significant moments from Lord Rama's life—his challenges, sacrifices, and the victory of good over evil—offering a powerful and immersive storytelling experience.

Ram Navami, observed as the birth anniversary of Lord Rama, is celebrated across India with deep devotion and enthusiasm. Adding to the festive spirit, this special broadcast aims to bring audiences closer to spirituality while reinforcing the values of truth, duty, and dharma that remain relevant even today. The presentation draws from the revered epic Ramayana, allowing viewers to relive its most iconic and inspiring episodes. It also creates a perfect opportunity for families to come together and share a meaningful, culturally enriching experience.

Ahmedabad, Celebrating the spirit of devotion and faith on the holy festival of Ram Navami, Sony Pal is bringing a grand 3-hour special presentation, 'Shrimad Ramayan Gatha', capturing the timeless journey, ideals, and righteousness of Lord Rama. Scheduled to air on March 26, the special telecast

vivo Y51 Pro 5G Launched



Ahmedabad, vivo has expanded its popular Y-series portfolio with the launch of the vivo Y51 Pro 5G, a smartphone designed for users seeking dependable performance, long-lasting battery life, and smart features in a stylish form factor. Focused on everyday usability, the device blends capable hardware with intelligent software to deliver a seamless user experience. Powered by the MediaTek Dimensity 7360 Turbo chipset, the smartphone ensures smooth and responsive performance across multitasking, entertainment, and gaming. With an AnTuTu benchmark score exceeding 920,000, along with up to 8GB RAM, extended RAM support, and 128GB/256GB storage options, the device offers stable and efficient performance for prolonged use. A key highlight of the vivo Y51 Pro 5G is its massive 7200mAh battery supported by 44W FlashCharge, enabling users to comfortably power through one to two days on a single charge. Advanced battery management technology ensures durability with up to 6-year battery health, while reverse charging adds convenience by allowing the device to power other gadgets. (13-9)

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The Tehran trap: Intelligence ops look spectacular but are not enough to win wars



"They weren't supposed to go after all these other countries in the Middle East. They hit Qatar, Saudi Arabia, the UAE, Bahrain, and Kuwait. Nobody expected that. We were shocked." This statement from the US President on March 16 pretty much sums up what has happened so far in the war in Iran. When we add the closure of the Strait of Hormuz to the equation, it becomes aptly clear how grossly the war has been misread by Israel and the US. When Israel and the US launched pre-emptive strikes into Iran, it was based on two important factors. One, that there was a small but very crucial window of opportunity to take out the Supreme Leader of Iran along with many of his top generals because the intelligence inputs confirmed the time and location of the meeting that the Supreme Leader was going to chair. Second, the presumption that, once the Supreme Leader is dead and Iran is pounded by the overwhelming military superiority of Israel and the US, Iran will capitulate and surrender in no time, four to five days at the most.

The war has now entered the third week, and there is no sign of Iran capitulating or its people coming out on the streets seeking a regime change. On the contrary, Iran has a new Supreme Leader in Mojtaba Khamenei, who, by most calculations, would not have become the Supreme Leader in the normal course. His first proclamation on taking the fight to Israel and the US and to any country which supports or facilitates the war is more threatening than reconciliatory. His close ties to the Islamic Revolutionary Guards Corps (IRGC) may not only have been instrumental in him becoming the Supreme

Leader but may now result in a bloody and protracted military campaign, the worst that the region has ever experienced. And Iran, despite being overwhelmed militarily, continues to fight back. Its missiles are still penetrating Israeli and American air defences in sufficient numbers to cause the required damage. Its arsenal of missiles, drones and launchers, despite claims of being degraded to more than 75 per cent, continues to emerge from nowhere and fire back. Their numbers too are not dwindling, although the strike rate per day has definitely sobered down. Why has it happened? Why did the estimation by the world's top intelligence agencies go so wrong? Has this miscalculation trapped America once again into another 'forever war'? The answer to some of the questions lies in how the operational plans were conceived and based on what kind of intelligence assessments. Intelligence Operations: Spectacular but Less Decisive The current military operation, and many more before this, conducted by the US and Israel, were based on the success of intelligence operations providing the initial but decapitating success which would be followed by a short, precise and overwhelming military campaign to ensure victory. The targeted assassination of the Supreme Leader along with more than 40 top generals before the first aerial strikes went in on 28th February was meant to deliver a shock from which it would have been very difficult for the Iranian regime to regroup and survive. Whatever semblance of resistance would have been left, it was eliminated by the sheer weight of aerial and missile strikes, targeting the

heart of Iran's military, political and energy infrastructure.

It is not the first time that such an intelligence operation has been launched. Taking out key leadership at the top has been a key mantra to success in American thinking for a long time. Gaddafi in Libya, Saddam Hussein in Iraq or even the recent capture of Venezuelan President Maduro had given them enough empirical logic that this theory will prevail in Iran too. Sadly, the lessons from recent incidents in the region were ignored. Israel took out Hezbollah leader Hassan Nasrullah in September 2024 in a targeted intelligence-based operation. It was preceded by a series of strikes, including the 'pager attacks' on top leadership of Hezbollah too. Did it result in the collapse of Hezbollah? The answer is sad. 'No.'

The ceasefire with Hezbollah in November 2024 happened not entirely because Hezbollah begged for mercy but because Israel's operational priorities had shifted to Syria. Meanwhile, Hezbollah got a new leader and has steadily consolidated. The proof is being witnessed in the missile and rocket barrages which have recommenced from Southern Lebanon onto Israel and the tough fight that Hezbollah is giving to Israeli ground forces in Southern Lebanon currently. Even in the case of Iran, the previous instance of intelligence operations was spectacular, but was it decisive? Did they expose structural fragilities in the Iranian regime? The answer is again, 'No.'

Among those killed on 13th June 2025 when Israel launched 'Operation Rising Lion' into Iran were the IRGC chief, Maj Gen Hossein Salami; Armed Forces Chief Maj Gen Mohammad Bagheri; Emergency Command head Maj Gen Gholam Ali Rashid; Brig Gen Amir Ali Hajzadeh, commander of the IRGC Aerospace Force; Ali Shamkhani, who was the top adviser to Iran's Supreme

is how the population in the adversary country is likely to react, as also the kind of support or resistance the neighbouring countries and other major external powers are likely to extend during the conflict. In the current conflict, all these vital aspects have been grossly underestimated with regard to Iran. It was estimated that Iran would have a few thousand (3,000 to 5,000) missiles which require a few hundred mobile launchers, and with sustained pressure of almost unopposed military strikes, the capability would be eliminated in a few days. After 17 days of war, Iran continues to fire missiles and drones, and the numbers are not going down. Plus, the lethality and technology of missiles are increasing by the day. As has been admitted by President Trump himself, they did not expect Iran to fire at American bases and assets in the Gulf nations. As a result, the focus of air defence was on incoming missiles into Israel, leaving a vital flank exposed. Not only has the US resultantly suffered huge losses in the region but also has been left embarrassed at not being able to protect the Gulf countries despite decades of investment, military deployments and security guarantees. The possibility of forced closure of the most vital choke point in the region, the Strait of Hormuz, either was not considered or was underplayed as an unlikely event. Also, the fact that despite decimating the Iranian navy, the US navy led by two aircraft carriers has been unable to secure a safe passage for oil tankers is a gross underestimation of not only the ability of Iran to instil fear in the region militarily but also the dynamics that play out in the shipping industry, especially insurance. It is not known whether the US and Israel had taken into consideration how the Gulf countries and other allies would react to contingencies, especially where the US-Israel required help. Despite many Gulf countries allowing strikes into Iran originating from their territory, none have joined the war actively in their support. Also, the fact that none of the Nato members is willing to deploy naval assets to secure the narrow passage in the Strait of Hormuz despite threats from President Trump is also an indication of another underestimation by the US-Israel combo.

SOUTH INDIAN Bank
Branch Address : G1-G2, R.S. PLATINUM BUILDING, BHALEJ ROAD, OPP. RAGHUVIR CITY CENTRE, GANESH COLONY, ANAND

Gold Auction for Mortgages at Bank

Whereas, the authorized officer of The South Indian Bank Ltd., issued Sale notice(s) calling upon the borrower to clear the dues in gold loan availed by her. The borrower had failed to repay the amount, notice is hereby given to the borrower and the public in general that the undersigned will conduct online auction of the gold ornaments strictly on "As is What is Basis" & "Whatever there is Basis" & "Without recourse Basis". The auction will be conducted online through <https://egold.auctiontiger.net> on 02/04/2026 from 12:00 pm to 03:00 pm for the borrower MRS. ASMBEN VAHORA account number 071465300001403. Please contact Auction Tiger on 6352632523 for more information

Branch Manager
The South Indian Bank Ltd.

Gujarati Urban Film "KUKA is Money Cash" Unveils High-Energy Trailer

Ahmedabad, The much-awaited Gujarati urban entertainer "KUKA is Money Cash" celebrated a power-packed Trailer & Songs Launch, marking the beginning of an exciting journey for audiences and the film fraternity. Presented by *Shree Maruti Art, the film is directed by Himanshu Patel and produced by Juhi Desai and D.H. Patel, with Piyush Mishra as the co-producer. The launch event witnessed an electrifying response as the trailer showcased the film's fast-paced narrative, lively characters, and a gripping blend of urban drama. The songs, vibrant, youthful, and reflective of today's Gujarati pop culture added to the spirited ambience, receiving immense appreciation from attendees. The celebration saw the presence of Rahul Roy, Rajpal Yadav, Sajid Wajid, Pranav Desai, Rajat Bedi, Hiten Tejwani, Shibani Kashyap, Kirti Choudhary, Priyanka Bajaj Sibal, Siddharth Sibal, Prishita Singh, Kiran Acharya, Subhash Rajput,



Samarth Sharma, Navpreet Kaur, Khushi Mukherjee, Arvind Vegda, Himanshu Patel, Megha Bhatti, Mikul Soni, MK Sabhani, Uttkarsh Khatri, Kinnal Nayak, Satish Poojary, Dinesh Lamba, Bhoomi Somani & Many More "KUKA is Money Cash" promises a refreshing cinematic experience set against the backdrop of contemporary city life, exploring ambition, friendship, twists, and the unpredictable highs and lows of chasing success. (19-10)

IRF writes to the Government to adopt the Quality-cum-Cost-Based Selection

Ahmedabad, The International Road Federation (IRF) welcoming the recent circular issued by the Ministry of Road Transport and Highways (MoRTH), which introduced a structured framework for rating contractors and concessionaires engaged in National Highway projects has urged the government to adopt similar Quality-Cum Cost Based Selection (QCBS) method in other government departments including railways, power, ports and airports. Mr. K. K. Kapila, President Emeritus, International Road Federation is highlighting broader concerns regarding the quality of public works especially in the infrastructure projects in a letter to the Prime Minister Mr Narendra Modi pointed out that quality issues are not confined



to the highway sector but are prevalent across projects undertaken by various Government of India departments. "It is the urgent need for all ministries to adopt the Quality-cum-Cost-Based Selection (QCBS) method as outlined in the General Financial Rules issued by the Ministry of Finance. By various government departments would ensure better quality outcomes while maintaining cost efficiency." Said Mr Kapila. (1-7)

SYMBOLIC POSSESSION NOTICE

ICICI Bank Branch Office: ICICI Bank Ltd., BP-4, Technopolis Building, 4th Floor, Sector V, Salt Lake City, Kolkata West Bengal- 700091
CIN No: L65190G1994PLC021012, www.icicibank.com

The Authorised ICICI Bank Officer under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 and in exercise of the powers conferred under section 13(12) read with Rule 3 of the Security Interest (Enforcement) Rules 2002, issued Demand Notices to the borrower(s) mentioned below, to repay the amount mentioned in the Notice within 60 days from the date of receipt of the said Notice. Having failed to repay the amount, the Notice is issued to the borrower and the public in general that the undersigned has taken symbolic possession of the property described below, by exercising powers conferred on him/her under Section 13(4) of the said Act read with Rule 8 of the said rules on the below-mentioned dates. The borrower in particular and the public in general are hereby cautioned not to deal with the property. Any dealings with the property will be subject to charges of ICICI Bank Limited.

Sr. No.	Name of the Borrower(s)/ Loan Account Number	Description of Property/ Date of Symbolic Possession	Date of Demand Notice/ Amount in Demand Notice (Rs)	Name of Branch
1.	Sumit Saha/ Sudarshan Saha/ Uludanga 1 No Kaloni, Maslandapur Habra North, 24 Parganas, West Bengal F.P School, District. North Bengal (Admeasuring An Area of 1/4 Satak North: Own Property, South: Sridam Saha & Habra- 743289/ LBCAL00004981952	Dag No. 3, Touzi No. 2026, J.L. No. 158, Public Nickname Village Salua Uludanga, Mouza Uludanga Village, P.S. & Sub Registry Office Habra North, 24 Parganas, West Bengal (Admeasuring An Area of 1/4 Satak North: Own Property, South: Sridam Saha & Habra- 743289/ LBCAL00004981952	June 27, 2025 Rs. 21,74,612.87/-	Kolkata/ Ahmedabad

The above-mentioned borrower(s)/guarantor(s) is/are hereby issued a 30 day Notice to repay the amount, else the mortgaged properties will be sold after 30 days from the date of publishing this Notice, as per the provisions under Rules 8 and 9 of Security Interest (Enforcement) Rules 2002.
Date: March 25, 2026
Place: Ahmedabad

Sincerely Authorised Officer
For ICICI Bank Ltd.

SHRIRAM ASSET RECONSTRUCTION PRIVATE LIMITED (SARC)

(Acting in its' capacity as Trustee of various SARPL Trusts)
Regd. Office: Shirram House, No.4, Burkit Road, T. Nagar, Chennai – 600017. Corporate Office: Unit No. FF-A-05, A Wing , First Floor, Art Guild House, Phoenix Market City, LBS Marg, Kurla (West), Mumbai-400070, Phone No-1800 120 2389; contact@truhomefinance.in

PUBLIC NOTICE: E-AUCTION-CUM-SALE NOTICE OF IMMOVABLE PROPERTY

E-Auction for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with provision to Rule 6, 8 (b) and 9 of the Security Interest (Enforcement) Rules, 2002 as per Appendix-IV-A

Notice is hereby given to the public in general and in particular to the Borrower/s and Guarantor/s that the below described immovable properties mortgaged/ charged to secured creditor, now Shirram Asset Reconstruction Private Limited, acting in capacity as Trustee of SARC Trust-5 [pursuant to assignment of financial assets vide registered Assignment Agreements] (hereinafter referred to as "SARPL") under Section (5) of the SARFAE Act having acquired the financial assets pertaining to various borrowers including the borrowers mentioned herein below together with the underlying security interest created thereon along with all the rights, title and interest thereupon from /Original Lender/Assignor/Truhome Finance Limited (earlier known as Shirram Housing Finance Limited), the Physical Possession of which has been taken by the Authorized Officer of Original Lender/Assignor/Shirram Asset Reconstruction Private Limited (SARC), viz. secured creditor in capacity of Trustee of SARC-Trust-5, the assignee of the loan sanction and disbursed by Assignor/Truhome Finance Limited (Earlier known as Shirram Housing Finance Limited), will be sold on "As is where is", "As is what is" and "Whatever there is" as per below mentioned auction schedule for recovery of the outstanding amount together with further interest, charges, cost, expenses etc. thereon to SARPL viz. secured creditor from the Borrowers & Guarantors, as mentioned in the table as per Rules 6, 8, & 9 Security Interest (Enforcement) Rules, 2002.

Details of Borrowers and Guarantors, amount due, Short Description of the immovable property and encumbrances, known thereon, if any, reserve price, earnest money deposit Increment Bid, Auction date and date of inspection are also given as under:

Loan Account No, Trust Name & Name of Assignor/ Original Lender	Name of Borrowers/ Co-Borrowers/ Guarantors/Mortgagors	Date & Amount of 13(2) Demand Notice	Reserve Price (Rs.) & Bid Increment	Date & Time of Auction	Contact Person Details – (AO and Disposal team)
SHLHSRAT0001481 under trust account No-SARC - TRUST-5 with Truhome Finance Limited	1. Devendra Kumar Jagdish Singh And 2. Archana Devi	11th April 2025 for a sum of Rs. 15,69,208/- (Rupees Fifteen Lakh Sixty Nine Thousand Two Hundred Eight only) as on 09/04/2025	Rs. 14,23,575/- Bid Increment : Rs. 30,000 and its' same multiples Earnest Money Deposit (EMD) (Rs.) EMD (10% of RP) Amount of Rs. 1,42,358	13 April 2026 from 12.30 p.m. to 01.30 p.m.	Sumesh Mittal 9993587787 Ashfaq Patka 98194 15477 Sandip Mahajan 99989 44955 Inspection Date & Time: 01.04.2026 from 12.00 p.m. to 3.00 p.m.
Date of Possession & Type	Encumbrances known	Last date for submission of EMD : 12th April- 2026 Timings: 10.00 a.m. to 05.00 p.m.			
14th September 2025 and Physical Possession	Not known				

Description of Property
All right title and interest in Flat No. C/502, on 5th Floor, admeasuring 855.00 sq. fts. super built-up area & 52.58 sq. mtrs. Built up area, together with undivided proportionate share in underneath land in C-BUILDING of "SAKAR PALACE", situated and constructed on the land bearing revenue survey no. 1, 130 & 131, Block no. 131, adm. 41501 sq.mtrs. paikae sub plot no. 1, adm. 21843.45 sq.mtrs. paiki 5217.39 sq.mtrs. paiki 3221.01 sq.mtrs. known as private no. B of VILLAGE-KARADAVA, TALUKA-CHORYASI, DIST-SURAT. Bounded as: East: Margin & Adj. Building West: Adj. Passage & Flat no. 503,504. North: OTS & Building No. D., South: Flat No. 501.

1. For detailed Terms & conditions of the sale, bid form, & others may also visit website of secured creditor/Assignee/Shirram Asset Reconstruction Private Limited at <https://www.shriramarc.com> or website of auction agency C1 India Pvt. Ltd at <https://www.bankeuctions.com>. For any assistance, you may connect with our business partner/Assignor/original ledner M/s M/s Truhome Finance Limited at contact numbers given in the above table. These terms have to be signed by the bidder/s along with the bid form. The present notice is also uploaded on the official website of authorised officer/secured creditor.
2. The intending bidders have to submit their EMD amount to be deposited by way of DD in the name of SARC-TRUST-5 and RTGS/NEFT in SARC-TRUST-5; Bank Name: ICICI Bank Limited; Branch Address: Mumbai - Kamani Kurla West; Bank Account Number: 196205004628; IFCL Code- ICIC0001962.
STATUTORY 15 DAYS SALE NOTICE UNDER (RULE 9(1) PROVISION OF SECURITY INTEREST (ENFORCEMENT) RULES 2002)
The borrowers/mortgagors/ guarantors are hereby notified to pay the sum as mentioned above along with up to dated interest and ancillary expenses before the date of e-Auction, failing which the property will be auctioned/ sold and balance dues, if any, will be recovered with interest and cost.

Place : Surat
Date : 25-03-2026
Sd/- Authorised Officer - (Shriram Asset Reconstruction Private Limited)
Acting in its' capacity as Trustee of various SARPL Trusts

